

- Dealerships may not provide a student-athlete with free transportation to and from a job unless it is the employer's established policy to transport all employees to and from the job site.
- Student-athletes must register all jobs during the academic year and vacation periods with the Office of Compliance Services.

Consequences for Violations

MSU is responsible for the actions of its boosters. If a booster provides an impermissible benefit to a student-athlete or their family a violation will occur and MSU will be subject to penalties from the NCAA and Big Ten Conference. Violations involving student-athletes can jeopardize their eligibility. In addition boosters could be dissociated from the University as a result of their involvement in the violation.

Helpful Reminders

- Dealerships, or individuals affiliated with the dealership, must abide by NCAA rules and regulations.
- Negative actions by dealerships may adversely affect MSU and our student-athletes.
- Dealerships may not provide any financial assistance or special arrangements to student-athletes or their families.

If you have any questions regarding this information please contact MSU's Office of Compliance Services at (517) 432-5510.

**Office of Compliance Services
Michigan State University
223 Kalamazoo #223
East Lansing, MI 48824**

MICHIGAN STATE UNIVERSITY

Information for Car Dealerships



**Office of Compliance Services
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As part of Michigan State University's ongoing athletics education efforts, we want to continue to educate the Spartan community about the numerous NCAA rules and regulations affecting the eligibility of our student-athletes. It is important to note that business owners and businesses can be considered a booster of MSU's athletics program. Members of the community must be aware that their actions impact our student-athletes' eligibility.

Key Points

- Local businesses may not use student-athletes to endorse or promote commercial products or services at any time, either directly or indirectly.
- Student-athletes may NOT receive discounts or free items from any business unless the benefit is available to the general student body.

Examples of Issues and Violations Involving Local Dealerships

Here are some examples of impermissible benefits and/or arrangements involving local dealerships.

- Student-athletes may NOT receive preferential treatment, benefits or services because of the individual's athletics reputation or skill or pay-back potential as a professional athlete.
- Student-athletes may NOT receive a special discount, payment arrangement or credit on a purchase or service from a dealership.
- Dealerships may NOT provide student-athletes with professional services (for which a fee would normally be charged) without charge or at a reduced cost while charging the general student body the normal rate.
- Student-athletes, their relatives or friends may NOT receive benefits (e.g., free car wash, free oil change, etc.) because the

student is a student-athlete, if the benefit is not generally available to the general student body.

- Dealerships may not allow student-athletes to have a line of credit if that option is not available to the general public or student body in general.
- It is not permissible for student-athletes to receive a special discount, payment arrangement or credit on a purchase or service in exchange for the student-athlete's autograph, sports memorabilia, tickets to MSU athletics event, etc.
- It is not permissible for student-athletes to be compensated for their autographs.
- It is not permissible for a student-athlete to promote a commercial entity via social networking websites.
- Examples of impermissible benefits and/or arrangements involving dealerships include, but are not limited to, the following:
 - ⊗ Vehicles sold at no cost or reduced-cost to the student-athlete or their family.
 - ⊗ Use of a vehicle at no cost or reduced-cost to the student-athlete or their family.
 - ⊗ "Special" credit arrangement to bill a student-athlete for services and/or repairs on a credit basis not available to the dealership's regular customers.
 - ⊗ "Special" financing arrangement to purchase a vehicle for a student-athlete (e.g., student-athlete is not required to submit any meaningful credit information to obtain financing).
 - ⊗ Free or reduced-cost services (e.g., oil change, tire rotation, repairs, use of rental car, towing).

Promotional Activities

- Per NCAA legislation, student-athletes may

only participate in institutional, charitable, educational or nonprofit promotional activities.

- Dealerships may not compensate a student-athlete or use their name (e.g., autographs, signed paraphernalia, etc.) or pictures to advertise, recommend or promote the sale or use of a commercial product or service of any kind.
- Student-athletes may not endorse a commercial product or service (e.g., local business, restaurant, etc.) through their use of such product or service.
- Dealerships may not use student-athletes' names or pictures in a 'name-the-player' contest or other promotional contests for the purpose of promoting the business.
- If a student-athlete's name or picture appears on commercial items, or is used to promote a commercial product without the student-athlete's knowledge or permission, student-athletes and MSU are required to take steps to stop such an activity in order to retain the student-athlete's eligibility.

Employment of Student-Athletes

Employment of student-athletes is permissible, provided the following:

- The student-athlete is only paid for work actually performed.
- The student-athlete is paid at the going rate in that locale for similar services.
- The student-athlete may not be compensated based on the value or utility that he or she may have for an employer because of any publicity, reputation, fame or personal following that he or she may have obtained because of his or her athletics ability or status as an MSU student-athlete.
- Student-athletes may not be provided with any benefits not provided to other employees.